REFLECTION

For the models I made, I incorporated both the PAGE (purpose, audience, genre, and engagement) and CRAP (contrast, repetition, alignment, and proximity) principles.

Brochure:

The purpose of my brochure was to inform incoming students of the fact that most college students do not get the necessary amounts of physical exercise and why this is happening. My audience, which I mentioned before, was for incoming students. The genre of my model is a brochure, for I feel this is the best and most efficient way of sharing information with my audience. My personal engagement of the brochure was that I was able to inform incoming students about physical exercise and what they can do to make sure they are obtaining enough of it. To give my brochure nice contrast, I used a white background and black and red text to make it easy to read and attention grabbing. I also used graphics that added a lot of color and made the brochure more appealing. For repetition, I repeated the use of text boxes that contained bullet pointes and bolded headings that asked a question. I made sure that the text boxes were aligned both vertically and horizontally with each other to give the brochure nice and professional looking alignment. For proximity, I put the title at the top of the brochure where it was easily seen and kept the information on the sides of the brochure. I also put the address of the campus at the bottom, where it is usually found on most brochures.

Flyer:

The purpose of my flyer was to inform my audience, family/faculty member, of the fact that most college students do not get the necessary amounts of physical exercise and why this is happening. The genre of my model is a flyer, for I feel this was the best and most efficient way of sharing information with my audience. My personal engagement of the brochure was that I was able to inform family/faculty members about physical exercise and what they can do to make sure that their students are getting the proper amounts of it. To give my flyer contrast, I used a white background and used a maroon color text for the main heading which made it stand out. I also used a maroon text box with gold text, which made flyer more appealing and easier to read. For repetition, I used the same font and text color for all of the important headings and used the Bloomsburg University school color theme. To make sure my flyer had good alignment, I centered the title and information and put graphics on the sides that were aligned both vertically and horizontally. Following the proximity principle, I placed all of the important information in the middle so that it grabs the viewer’s attention and so that the main points of the flyer are instantly realized.

Satire:

The purpose of my satire was to entertain the audience, while still getting across the idea that college students need to get more exercise. The audience for my satire is mainly incoming/current students and family members. The genre of my satire is a flyer, for I feel a flyer appeals most to students and parents. It is easy to read and you can get most of the information at a quick glance. My personal engagement from the satire was that I got enjoyment and a good laugh out of making it. I was able to really be creative and show my humorous side. To give my satire good contrast. I used a bright red font color for the heading which made it really pop and stand out. Also I used interesting graphics that were attention grabbing and amusing even at a quick glance. For repetition, I used that bright red font color for the heading and then for the important message in the middle. I aligned the flyer by centering all of the information. Finally, I followed the proximity principle by putting all of the information towards the top, and then the graphics towards the bottom.